



2007 ENERGY STAR[®] Award Application:
Excellence in Energy Efficiency Program Delivery

Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (or authorized advertising/PR firm)

Communications Contact E-Mail Address

Phone

Fax

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2007 ENERGY STAR Awards." **Signatory must be an employee of the organization listed above.**

Name Printed/Signed

Title

Date

Part II: Excellence in Energy Efficiency Program Delivery Application

Eligibility: Excellence in Energy Efficiency Program Delivery

This award is open to utilities, state agencies, regional energy efficiency nonprofit organizations, associations, and other organizations that sponsor *sustained* energy efficiency and environmental programs. Please note that *for-profit energy service and product providers are not eligible* for this award category and are redirected to the application titled “Partner of the Year – Service and Product Provider.” Organizations that have previously applied under this award category for Home Improvement Programs and Education only campaigns are redirected to applications titled, “Excellence in Home Improvement “ and “Excellence in Product Promotion,” respectively.

Description: This award recognizes organizations who have demonstrated excellence in implementing energy efficiency programs that incorporate ENERGY STAR and effectively reduce market barriers to the improvement of energy performance in buildings and facilities and/or the increased adoption of energy efficient products, services, and/or practices. The goal of this award is to recognize comprehensive, high performing energy efficiency programs that achieve (or are positioned to achieve) significant impact in the marketplace for advancing energy efficiency and related greenhouse gas emission reduction goals. Multiple awards may be given to highlight programs in one or more of the following program categories based on demonstrated excellence:

- Residential new construction category - programs that promote improved home energy performance in the *new construction* market including programs that have achieved 10 percent or greater market penetration of ENERGY STAR qualifying homes and/or programs that have taken a leadership role in promoting the sale of ENERGY STAR qualifying lighting and appliances in the new construction market.
- Residential home improvement category – applicants interested in being recognized in this category are redirected to the application titled, “Excellence in Home Improvement.”
- Qualifying product category - programs that are designed to overcome market barriers to widespread adoption of ENERGY STAR qualifying commercial and residential products and/or related best practices, such as power management of office equipment, consumer education on proper thermostat use, etc. To the extent that multiple product categories are promoted through different program models and supply channels, separate applications should be submitted.
- Commercial and industrial category - programs that deliver improved energy performance in buildings (e.g., offices, schools, hotels, hospitals, etc.) and/or industrial facilities, including measuring and improving whole-building performance of existing buildings and targeting and tracking performance in new construction.

Criteria: Activities must be ongoing or completed during calendar year 2006. Your narrative description may be no more than **five pages**, but may be accompanied by samples of program materials and evaluation reports. Candidates **must** include the following in their submission. It is recommended that each item, as defined below, be addressed explicitly in the application. New and emerging programs are encouraged to apply and scores will be weighted accordingly (i.e., more heavily based on program design and anticipated market effects than proven energy and emission savings.)

Category: From the list above, please identify the target category for your program/initiative. (If applying for more than one category, please submit a separate application for each.)

Program design: Describe your program design in terms of goals, market barriers addressed, strategy for overcoming market barriers, and key activities, including outreach to program participants and/or consumer education. Applicants with new programs/program designs should focus heavily on this section, clearly explaining their program logic and why it is likely to lead to sustained market change.

Incorporation of ENERGY STAR: Briefly describe how you have incorporated the ENERGY STAR platform – messaging, tools, and strategies – in your initiative. To the extent that they are part of a larger program strategy, participation in EPA- and DOE-led national promotions should be included in your description. Please provide relevant examples in electronic or hard copy format.

Note: For the Commercial and Industrial category, specifically describe incorporation of the EPA performance rating system for buildings, financial value messages and tools, and the Guidelines for Energy Management for continuous improvement.

Market Effects: Please provide qualitative and numerical data to support your case that the market has changed or will likely change in a sustained way as a result of your initiative (e.g., improved energy performance of buildings/portfolios in your region; increased customer awareness of the financial case for energy performance investments, changes in ENERGY STAR awareness or availability/sale of ENERGY STAR qualifying products or homes). To the extent possible, also indicate the size and importance of the market that has been (or will be) affected within the context of your service territory, state, or region. Examples of market effects *include but are not limited* to the following:

- \$ Energy savings/peak savings/air pollution reduction achieved through residential, commercial, and/or industrial sector programs that explicitly leverage ENERGY STAR
- \$ Increase in sales or market share of ENERGY STAR qualifying products vis a vis non-qualifying models
- \$ Increase in use of the ENERGY STAR energy performance rating system and achievement of ENERGY STAR Leaders for commercial buildings by program participants
- \$ Increase in percentage of new homes in service territory that are built to ENERGY STAR specifications; growth in percentage of housing starts labeled as ENERGY STAR
- \$ Increase in participation by key suppliers including energy service companies, equipment suppliers, architects, engineers, contractors, or retailers
- \$ Increase in builder participation
- \$ Increase in salesperson/contractor knowledge; change in business practices

- \$ Increase in shelf space devoted to ENERGY STAR qualifying products
- \$ Increase in service availability
- \$ Increase in third-party advertising by market participants
- \$ Increase in consumer awareness; change in consumer attitude
- \$ Increase in awareness of the business value of energy efficiency
- \$ Breadth and reach of publicity activities
- \$ Increase in participation in the ENERGY STAR Partnership
- \$ Cost effectiveness of program (e.g., \$0.05/kWh TRC levelized cost)

Data Sources: Please reference data sources used to support your market effect claims using standard bibliographic format. As relevant, briefly (1-2 sentences) describe the data collection method, sample frame, and respondent population (e.g., telephone survey, large-share sample of heating and cooling contractors).